



NEWS RELEASE

For immediate release

MORE THAN A DROP IN A BUCKET: INSTITUTE FOR ENVIRONMENTAL SOLUTIONS RECEIVES \$5,000 BOOST FROM RBC BLUE WATER PROJECT™

DENVER, Colo. (October 29, 2009) – The Institute for Environmental Solutions (IES) has been honored with a RBC Blue Water Project™ Community Action Grant of \$5,000 to support a program aimed at providing school curriculum with hands on learning tools focused on local watersheds. The program will educate elementary-aged students about the harmful effects of emerging contaminants from personal care products on their watersheds and the social responsibility even children have to help prevent pollution. The prestigious award, presented at an event today, was financed by the Royal Bank of Canada.

“We’re delighted to receive this generous gift from RBC,” said Carol Lyons, IES Executive Director. “This funding will help prepare students to understand the significance and urgency of water issues in this region and how it will continue to affect them as they grow older.”

The RBC Blue Water Project accepted applicants that focused on watershed protection and/or access to safe drinking water and on a local, regional or national level within the communities they serve. The partnership became a natural fit as IES looks to raise awareness amongst youth.

“Water is our most precious natural resource, and we know that even our youngest citizens can play a huge part in watershed protection,” said Bob Schneebeck, Denver branch director for RBC Wealth Management. “We are thrilled to be helping the Institute of Environmental Solutions contribute to a culture of water stewardship here in our community.”

Now in its second full year, the RBC Blue Water Project is a wide-ranging program aimed at helping foster a culture of water stewardship in North America and abroad through a 10-

year, \$50 million grant program. To date, RBC has pledged over \$20 million in funding through the RBC Blue Water Project™.

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About IES

The Institute for Environmental Solutions is an independent non-profit organization that engages stakeholders to deliver proactive, technically sound solutions to complex environmental and natural resource problems *that avoid unwanted side effects*.

IES's vision is to create efficient ways of dealing with complex environmental problems. IES strives to prevent waste and unwanted side effects, provides opportunities to optimize environmental improvements and reduces energy consumption and greenhouse gas emissions through a unique technical, multi-disciplinary approach. By engaging a broad spectrum of participants in examining these problems on a project basis, IES will develop sound, cost-effective solutions.

For more information, visit www.i4es.org.

About RBC

Royal Bank of Canada (RY on TSX and NYSE) and its subsidiaries operate under the master brand name of RBC. It is Canada's largest bank as measured by assets and market capitalization and one of North America's leading diversified financial services companies. RBC employs approximately 80,000 full- and part-time employees who serve more than 15 million personal, business, public sector and institutional clients throughout offices in Canada, the U.S. and 36 other countries. In 2007, the company released the RBC Environmental Blueprint, outlining its environmental priorities and objectives. In 2009, RBC was named one of top 100 sustainable companies in the world for the 10th year in a row.

For more information on the RBC Blue Water Project, as well as grant guidelines and online applications, visit www.rbc.com/bluewater.

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